



**ASIAN AMERICAN QUALITY OF LIFE COMMUNITY ASSESSMENT COMMITTEE
REGULAR MEETING MINUTES OF TUESDAY, MARCH 10, 2015**

The Asian American Quality of Life Community Assessment Committee convened in a regular meeting on Tuesday, March 10, 2015 at City Hall, Austin, Texas.

Chair Richard Yuen called the Committee Meeting to order at 06:15 p.m.

Committee Members in Attendance:
Miyong Kim, Shubhada Saxena, Richard Yuen

Staff in Attendance: Rey Arellano, Sarah Chen, Marion Sanchez

1. APPROVAL OF MINUTES

There was no change/correction to the February 10, 2015 committee meeting draft minutes. Recommendation to approve the February 10, 2015 committee meeting minutes as presented in draft form was approved on Commissioner Miyong Kim motion, Commissioner Shubhada Saxena second on a 3-0 vote (Commissioner Sonia Kotecha absent).

2. CITIZEN COMMUNICATIONS

There was no citizen signed up to speak at this meeting.

3. OLD BUSINESS

a. Update on Scope of Work for the Asian American Quality of Life Initiative

Marion Sanchez reported having met with Dr. Yuri Jang, City Demographer and community leaders for input in formulating phases of engagement. Commissioners discussed having cultural groups presentations to the City branding team, to facilitate cultural sensitivity throughout the project.

Executive Liaison Rey Arellano discussed timelines for SOW adoption. There will be an update presentation to the Council Health and Human Services Committee on 4/6/2015 (4-7PM), with Dr. Jang presenting proposal for approval. Then the item will go on the 4/23/2015 City Council Agenda for adoption. The interlocal will be structured so payments are in line with deliverables. Logistics of UT administration and accounting rules will be reviewed.

b. Update on UT graduate students project

Marion Sanchez reported UT School of Architect graduate students are developing an Asian American resources database, to be integrated with GIS mapping. iPads will be used to collect data during community outreach. Dr. Jang and the students have met and are utilizing Google Doc to manage data collection. Commissioners will be asked to ID resources on the GIS map. Survey participant will be mapped to the closest intersection as did the Rundberg project. Commissioners suggest including ethnic yellow pages for the resources database. Dr. Jang indicated Filipino population was hard to contact. Staff Liaison Sarah Chen will contact representative of the Austin Filipino-American Association (AFAA) for assistance.

c. Update from CPIO Branding Team

Marion Sanchez reported meeting with Linda Phan for input, and that the team worked on color palette (reds, yellows, golds, browns) and taglines. Proposed taglines were: “Global Heritage; Locally Lived” and “Culturally Rich; Locally Experienced”. Commissioners expressed preference on proposed tagline and suggested sensitivity in utilization of pictures. More challenging was a branding icon and the team produced ideas approved by the graphics design manager, but awaiting approval from the CPIO Director and Executive Liaison Rey Arellano. Marion will also collaborate with the AARC on a social media marketing plan, which will be presented to CPIO Director and Executive Liaison Arellano.

d. Update on City of Austin funding

Executive Liaison Arellano recommended that the Committee Chair or Commission Chair be present at the City Council’s Health and Human Services Committee on 4/6/2015 during his presentation. Committee Chair Richard Yuen will attend.

Next Steps: Chair Richard Yuen will provide an update at the regular Commission meeting on March 17, 2015.

4. NEW BUSINESS

a. Hogg Foundation at UT

Commissioner Miyong Kim stated she phoned the Director of the Hogg Foundation and discussed funding for the refugee population. He was open to suggestions and would like to meet again.

b. Networking with Greater Austin Asian Chamber of Commerce (GAACC)

Chair Yuen reported that the City’s Law Department prefers private donations to go directly to Dr. Jang at UT, for special projects not earmarked in the SOW. Dr. Jang will provide specifics and instructions to Staff Liaison Sarah Chen for GAACC and community donations.

c. [SAPNA] Invitation to participate in online study about Pakistani-American mental health

Chair Yuen stated that the Pakistani American health survey was online and could not be printed for distribution. He had emailed the UT student for an electronic copy for Staff Liaison Sarah Chen to forward to Committee Members and Dr. Jang.

Dr. Jang presented a survey component for Committee Members’ testing and input.

5. Future Agenda Items

Committee Members discussed agenda items for the April 14, 2015 meeting. Seven items have been tentatively placed on the agenda:

- 1) Old Business: Update on Scope of Work for the Asian American Quality of Life Initiative
- 2) Old Business: Update on UT graduate students project
- 3) Old Business: Update from CPIO Branding Team
- 4) Old Business: Update on City of Austin funding
- 5) Old Business: Hogg Foundation at UT
- 6) Old Business: Update on Networking with Greater Austin Asian Chamber of

Commerce (GAACC)

- 7) Old Business: [SAPNA] Invitation to participate in online study about Pakistani-American mental health**

6. STAFF BRIEFINGS

There were no staff briefings at this meeting.

7. ADJOURN

Recommendation adjourning the meeting was approved on Commissioner Shubhada Saxena motion, Commissioner Miyong Kim second on a 3-0 vote. Chair Richard Yuen adjourned the meeting at 7:32 p.m.

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